



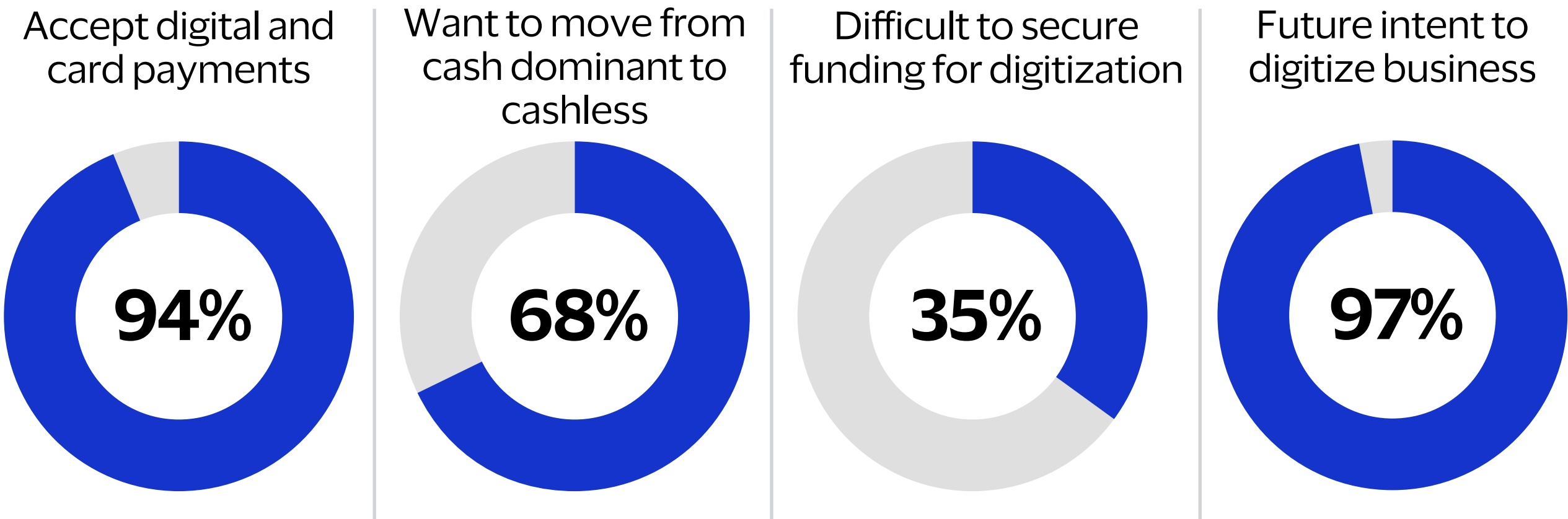
Egypt

She's Next

empowered by **VISA**

Visa's Women SMB Digitization Index – Egypt

50% of women-led businesses have a high level of digitization



Business Environment

77% Rely on personal savings to fund business	47% Face challenges in securing online channels	41% Require tools for business development	37% Face challenges in raising capital
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Advisory

99% Need advice while running business	95% Need payment related training	47% Need advice on how to develop online sales	44% Need advice on what payment methods to accept
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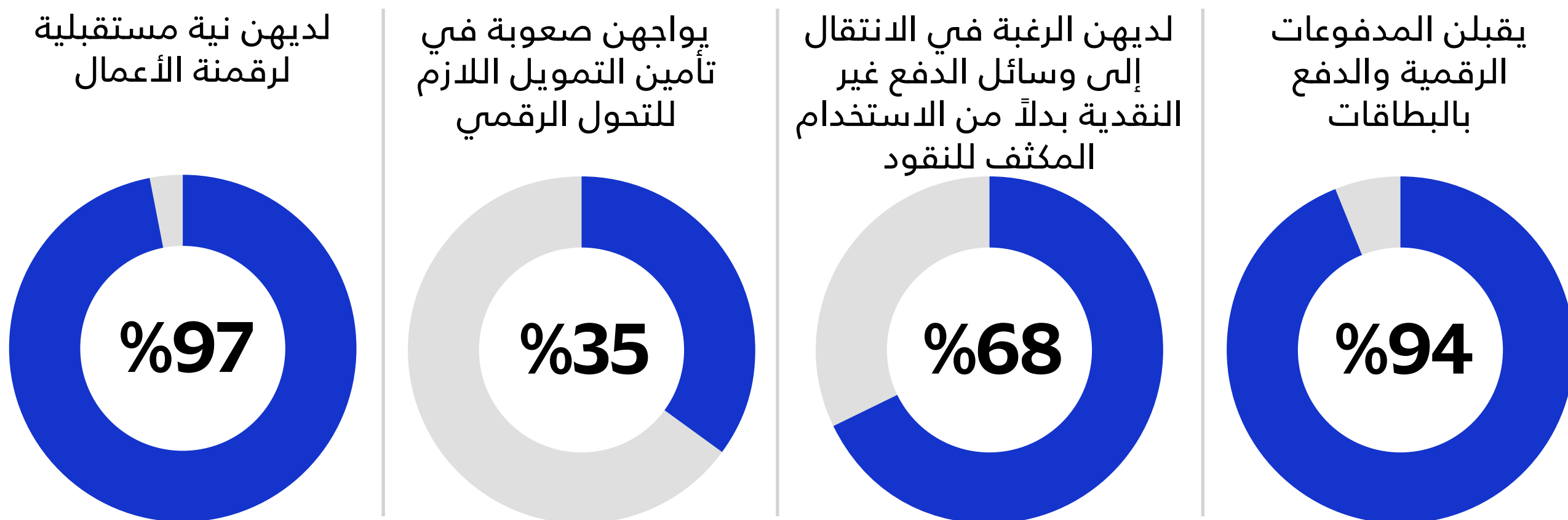
Top Motivations

31% Owning their time	30% Financial independence
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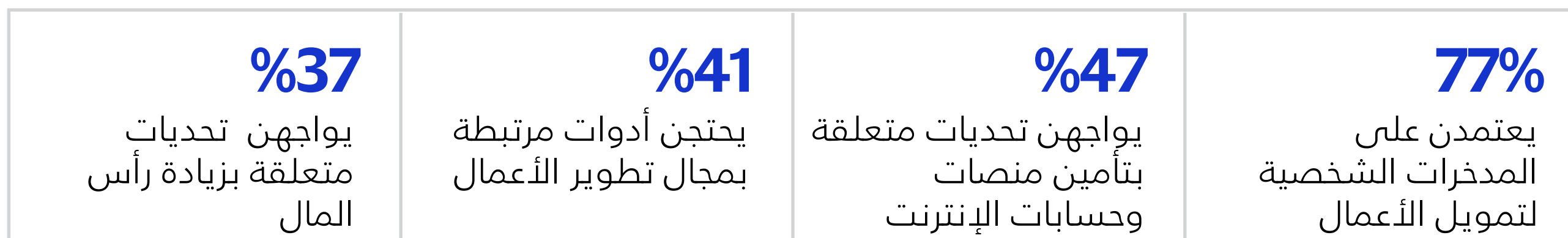
Figures based on responses from women business owners only. Women SMB digitalization study conducted by Visa and 4Sight, May 2023.

مؤشر الرقمنة للشركات الصغيرة والمتوسطة المملوكة من قبل النساء - مصر

50% من الشركات التي تقودها نساء يطبقن مستويات عالية من الرقمنة



بيئة الأعمال التجارية



الاستشارات



أبرز الدوافع

